

ABSTRACT

5 An advertisement broker collects advertisements from
advertisers who wish to advertise goods or services using a
communications network such as the Internet, selects
advertisements matching consumer (user) needs from among a
multiplicity of collected advertisements, and distributes the
advertisements to the users through the network. A user who
purchases goods and services on the basis of the distributed
10 advertisements responds to the advertisement broker with a
questionnaire including evaluations, feelings, and opinions
relating to the goods and services provided by the advertiser,
as well as relating to the advertiser itself. The response rate
of users to the questionnaire is improved by paying a prescribed
15 reward amount to users who respond to the questionnaire at this
time. Also, the advertisement broker improves the effectiveness
of the advertisements provided on the basis of the results of
that questionnaire, and, in addition, provides the advertiser
with results of the questionnaire. At this time, the
20 advertisement broker receives a prescribed reward amount from
the advertisers provided with the questionnaire results.